

PROSPECTS OF THE DEVELOPMENT OF MODERN MANAGEMENT

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Management as a concept is applicable to almost any kind of human activity in which participate organized groups of people: social security agencies, creative organizations, hospitals, universities, etc. For different types of human activity, the main task of management remains unchanged. From this point of view, management has become a new social function for the global society.

The main task of management is connected with the organization of highly effective work of people in different areas of professional activity, management cannot be separated from the culture of society. Managers in different countries are engaged in the same tasks, but the methods of their implementation have their own characteristics in each particular case. Effective managers must identify and use the peculiarities of the national culture while using modern methods and technologies in management. This question is rather complicated because managers must be well-versed in these methods and technologies, but with great potential.

Currently, the following trends in the development of modern management can be distinguished:

- methods and technologies of modern management, worked out in commercial organizations, apply to non-commercial areas, including the public sector;

- new special types of management are formed and developed;

- improved methods for identifying, optimizing, and managing business processes.

The choice of the organizational structure of the company's management is influenced by a variety of factors, among which the most significant are the following: the nature of the activity and the size of the company, geographical location, goals, technology, the scale and intensity of innovation, the values and qualifications of managers and employees, the variability of the external environment, strategy, and more.

Human resource managers should be well-versed in modern company management principles. But they are also required to be well versed in the modern principles of company organizations and their interaction with each other since the ways of effective human resource management in these companies also depend on this.